

FILE

# fashion / calendar

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Ruth Finley, Publisher / issued weekly

May 25, 1964

1964

JANUARY	FEBRUARY	MARCH	APRIL
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## FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MAY 25, 1964</u>			
Monday May 25- June 19 8:30 A.M.- 6:00 P.M.	FASHIONS FROM AUGUST COLLEGE ISSUE "Perfect College Shop"--continuous showings of college fashions, including ideas for selling and display. Informal modeling, 8:30, 12:30, and 5:00. Reservations--breakfast and luncheon: MU. 9-5900, Ext. 476.	GLAMOUR MAGAZINE	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday May 25 9:30 A.M.; 11:30 A.M.; 3:30 P.M.	SHOWINGS OF FUR-LINED COATS AND SUITS Fall-Winter fur-lined coats, and suits in wools, suedes, and rainwear, designed by Betti Belmont, at 9:30, 11:30, and 3:30 daily. By appointment. Contact: LO. 5-4632.	STYLE TRENDS, INC.	512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday May 25 10:30 A.M.	OPENING: FALL DRESS COLLECTION Daily except Friday at 10:30 through June 4. Thereafter Monday through Wednesday at 10:30. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 25 4:30 P.M. Champagne	ANNUAL FALL FASHION SHOWS Showings at 5:00 P.M. on May 25 and June 1. Breakfast at 7:15 A.M., on May 26, 27, 28, June 2, 3(7:00 A.M.), 4, 5, 8, 9, 10, 11, 12. (Special buses will depart from key points in the market to the Waldorf, and return. Bus schedules and locations are included with tickets.) <u>By invitation and ticket only.</u> For reservations contact: OX. 5-8787.	MILLIKEN WOOLENS, INC. (1045 SIXTH AVENUE)	WALDORF-ASTORIA BALLROOM
Monday May 25 8:00 P.M. Supper	ANNUAL FASHION SHOW: FORMAL SUPPER DANCE Fashion presentation at 8:00 P.M., followed by supper and dancing. Subscription (tax deductible): \$100.00 per person for benefit of "Educational Foundation for the Apparel Industry." Contact: LA. 4-1300.	FASHION INSTITUTE OF TECHNOLOGY	227 WEST 27TH STREET
Beginning Monday May 25	OPENING OF FALL COLLECTION Boutique separates, cashmere coordinates, imported knits, and casual suits, designed by Dorothy Arden. Continuous showings. Contact: LW. 4-0220.	ARBE ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday May 25	FALL COAT AND SUIT COLLECTION Continuous showings of Fall coats and suits, by Barberini. Contact: Bert Barber, PE. 6-2291.	BARBERINI, LTD. (DIV. OF ORIGINALA)	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Beginning Monday May 25	OPENING OF FALL DRESS COLLECTION Continuous daily showings of Fall dresses and costumes, designed by John Anthony. Contact: PE. 6-4580.	DEBSHIRE	1400 BROADWAY SHOWROOM - 10TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 25	OPENING: FALL COLLECTION Informal showings of suits, designed by John Anthony. Contact: PE. 5-4580.	DEVONBROOK	1400 BROADWAY SHOWROOM - 10TH FLOOR
Beginning Monday May 25	SHOWING: PARKAS, CAPES AND HATS Continuous showings of "Placid's" reversible ski parkas and capes; also, matching hats. Contact: WI. 7-6122.	ELLEN LOCKWOOD	1410 BROADWAY SHOWROOM - 19TH FLOOR
Tuesday May 26 9:00 A.M. Breakfast	PRESS PREVIEW: FALL- WINTER COLLECTION "Ultra Femme"--total ski look; also day-to-evening fashions in suedes and leathers. By invitation. Thereafter continuous. Contact: LA. 4-4562. Publicity: Sara Pennoyer, MU. 2-6480.	SAMUEL ROBERT, INC. (1407 BROADWAY)	500 CLUB 500 SEVENTH AVENUE
Tuesday May 26 9:00 A.M. Coffee	FALL COLLECTIONS BY JAY ANDERSON Showing of Posh Couture Fall fashions May 26, June 2, 9, 16 at 9:00 A.M. For press and buyers, by appointment. Daily informal showings of Posh (4th floor) by appointment. Contact: Alexandra Sandlin, MU. 8-4814.	POSH COUTURE; POSH	19 WEST 57TH STREET SHOWROOM - 6TH FLOOR
Tuesday May 26- May 29 10:00 A.M.	AMERICAN PREVIEW OF FALL COLLECTION Horst Mandel of West Berlin, designer and manufacturer, will introduce his first American collection of Fall-Winter coats and suits. Showings at 10:00, 11:15, 2:30, 4:00, from May 26 to May 29. By invitation for press and resident buyers. Thereafter showing in private suite, by appointment. Publicity: Irene Weissman at Roy Bernard Co., TE. 8-2930.	HORST MANDEL COMPANY (WEST BERLIN)	HOTEL PLAZA PRIVATE SUITE
Tuesday May 26 10:30 A.M.	SHOWING OF FALL SUIT COLLECTION Showing of Fibranne suits of twistspun, double knits, and wool, at 10:30 May 26, June 2, 9, 16, 23. By reservation. Contact: Norma Rousseau, LO. 4-7832.	HANDMACHER-VOGEL	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 26 11:00 A.M.	PREMIERE SHOWING FOR THE PRESS Preview for the press of Guy Duvier's Fall collection, designed in Paris. Trade showings, June 2 and 9 at 4:30. By invitation. Contact: Judy Farr, WI. 7-5324. Publicity: Ruth Hammer Assoc., EL. 5-7872.	GUY DOUVIER FOR LEONARD ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday May 26 4:00 P.M. Cocktails	GALA PRESS PREVIEW: FALL COLLECTION Preview of Fall collection, designed by Nina Ricci, Paris. By invitation. Thereafter, June 2, 8, 10, 15, 17 at 12:00 Noon. By reservation. Contact: Marta Schreiber, CH. 4-2270.	MADemoiselle RICCI FOR MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday May 26 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTIONS Preview of misses fashions; also Amy Adams' half-size fashions. For press and buyers, by invitation. Thereafter at showroom, 1400 Broadway. Publicity: Theo Arkus, PE. 6-0900.	R & K ORIGINALS, INC.; AMY ADAMS	500 CLUB 500 SEVENTH AVENUE
Beginning Tuesday May 26	OPENING OF FALL COLLECTION Daily showings, by appointment. Contact: Alexandra Sandlin, MU. 8-4814.	ELOISE	19 WEST 57TH STREET SHOWROOM - 4TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 27	ALTMAN'S RELEASE DATE--"City Sun-Bathers'" fashions. (No Press Show)		
Wednesday May 27 9:30 A.M. Breakfast	PREVIEW OF FALL COLLECTION Preview of Fall sportswear, dresses, at-home clothes, designed by Ruthanne Tuttle. For press and buyers, by invitation. Thereafter at showroom, 25th floor. Contact: Bernice Lewis, WI. 7-8178.	MR. GEE (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
Wednesday May 27 10:00 A.M.	PRESS PREVIEW: FALL COATS AND SUITS Jack Sarnoff's Fall collection of coats and suits, designed by Molly. By invitation. Thereafter, June 2, 4, 9, 11, 16 at 10:00 A.M. By reservation. Contact: PE. 6-7121. Publicity: Alene Burt, MU. 4-7350.	JACK SARNOFF, INC.	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday May 27 10:30 A.M.; 2:00 P.M.	PREVIEW: FALL-WINTER FUR FASHIONS "A.A."--Average American sized furs for women 5'5" and under, designed by Jack Zimmerman. For resident buyers, by reservation. Beginning Thursday, June 4, daily at 10:00 and 2:00. By appointment. Contact: Sam Mandelbaum or Arthur Ettinger, PE. 6-9316.	ZIMMERMAN SCHER, INC.	150 WEST 30TH STREET SHOWROOM - 17TH FLOOR
Wednesday May 27 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Preview of Fall collection, designed by Philippe Tournaye. By invitation. Showings thereafter, June 3, 4, 9, 10, 11 at 2:30. By reservation. Contact: Murray Solomon, LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday May 27 12:15 P.M. Luncheon	DECORATIVE ACCESSORIES LUNCHEON "The Subject Is The Object"--an appraisal in three dimensions. Speaker: Mr. Guy Monypenny, Home Furnishings Editor--"Bride and Home" Magazine. Supporting cast: Hedy Backlin, Clare Carey, Judy Regan. Decorative accessories--Macy's N.Y.; apparel accessories--B. Altman & Co. Prices: \$7.50, members; \$8.50, guests. Contact: Irene Douglas, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE(767 LEX.AVE.)	HOTEL PIERRE BALLROOM
Wednesday May 27 12:30 P.M. Luncheon	PRESS SHOWING: FALL- WINTER FUR FASHIONS "Furs Without Season--A Unique Couture Fur Collection"--designed by Mr. Fred, for World's Fair Wing of Fashion. By invitation. Contact: Lisa Curtis, MU. 4-7444.	FUR & SPORT(DIV. OF HOUSE OF GOMPERTZ)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday May 27 2:30 P.M. Cocktails	PREVIEW: FALL JUNIOR DRESS COLLECTION For press and buyers, by invitation. Continuous daily showings thereafter. Publicity: Jeanette Gottlieb, BR. 9-6560.	HAYETTE, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
May 27	PRESS SHOWING OF HANNAH TROY'S FALL COLLECTION AT 4:00 P.M. (See Pg. 7)		
Postponed May 28	CASTILLO FOR ZACARI PREVIEW, ORIGINALLY SCHEDULED FOR MAY 28 AT 9:00, HAS BEEN POSTPONED TO JUNE 4 AT 8:45 A.M. (See Pg. 10)		
Thursday May 28 9:00 A.M. Breakfast	PREMIERE SHOWING: FASHIONS IN ZEPHYRBOND Abaco will present their premiere showing of fashions in Zephyrbond. For press, buyers, merchandisers of dresses, sportswear, and children's wear. By invitation. Publicity: Hilda Sherey, LO. 4-9550.	ABACO FABRICS CORP. (450 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE



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Thursday May 28 12:00 Noon Luncheon	INTIMATE APPAREL LUNCHEON MEETING "News for Fall 1964 in Lingerie, in Foundations, in At-Home Wear." Co-chmn. & Commentators: Marion Sherwood, "Vogue," and Rosalind Starkman, Bloomingdale's. Prices: \$10.00, members; \$15.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM
Thursday May 28 3:30 P.M.	PREVIEW OF FALL DRESS COLLECTION By invitation. Continuous daily showings beginning Tuesday, June 2. Contact: Isabelle Crawford, LW. 4-9000.	LESLIE FAY, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
May 28	PRESS PREVIEW--OLEG CASSINI YOUNG AMERICA AT 4:00. (See Pg. 7)		
May 30	MEMORIAL DAY (Saturday)--Legal Holiday.		
Monday June 1 10:30 A.M.; 11:30 A.M.	OPENING: FALL COLLECTIONS Showings--Leonard Arkin, June 1, 8 at 10:30; Andrew Arkin, June 1, 8 at 11:30. Publicity: Judy Farr, WI. 7-5324.	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Cancelled June 1	DONA OF MIAMI, FLORIDA--SHOWINGS OF FALL FASHIONS, BY JOSE ANTONIO AT 10:30 AND 2:30, HAVE BEEN CANCELLED. Contact: Maxine Bample, MU. 7-0973.		
Monday June 1 11:00 A.M.	OPENING OF FALL COLLECTION Nat Kaplan's Fall collection June 1 at 11:00; and June 8 at 1:15. By reservation. Contact: Miss Fritz, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday June 1 3:30 P.M.	OPENING OF FALL JUNIOR COLLECTION Junior Accent's Fall junior collection, designed by Frank Adams. By invitation. Continuous daily thereafter. Contact: LO. 4-1434.	JUNIOR ACCENT, INC.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday June 1 4:00 P.M. Cocktails	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK Helga will preview their Fall fashions. Show at 4:30. By invitation. Thereafter showings in private suite, by appointment. Contact: Walter Oppenheimer, MADison 7-0806(L.A.); or LE. 2-2070(N.Y.).	HELGA	HOTEL GOTHAM BALLROOM
Monday June 1 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION By invitation. Thereafter June 2, 3, 4 at 4:00 at showroom, 5th floor. By appointment. Contact: Ruth English, PL. 5-2494. Publicity: Eleanor Lambert, MU. 8-2130.	GEORGE STAVROPOULOS, INC. (45 WEST 57TH STREET)	HOTEL REGENCY BALLROOM
Monday June 1 6:30 P.M. Cocktails-Dinner	DINNER-FASHION SHOW FOR FALL, 1964 Formal dinner and fashion show in tribute to American designers, featuring costumes in Du Pont fibers from the N.Y. Couture Group. Preview of trend-setting styles for Fall, 1964. Cocktails--6:30, Terrace Room; Dinner--8:00, Ballroom, followed by show. For retail store executives, buyers, and press. By invitation only. Contact: Trade, Joy Diamond, 971-4326; Press, Mabel Henderson, 971-4375.	DU PONT COMPANY	HOTEL PLAZA BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 1	OPENING OF FALL COAT COLLECTION Continuous daily showings of Fall coat collection.	BATALDI (BAITCH & CASTALDI)	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR Contact: LO. 4-6886.
Beginning Monday June 1	FALL IMPORT READY- TO-WEAR COLLECTION Fontana's Fall import ready-to-wear collection at daily informal showings. Contact: Joan Franges, PL. 3-7244.	FONTANA OF ROME	HOTEL PLAZA SUITE 334-36
Beginning Monday June 1	OPENING OF FALL COAT COLLECTION Continuous daily showings. Contact: Alan Baron, PE. 6-8867.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Beginning Monday June 1	OPENING OF FALL KNITWEAR COLLECTION Continuous daily showings of Fall knitted dresses, suits, and ensembles. Contact: Robert Brown, LO. 4-1080.	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR
Beginning Monday June 1	OPENING: FALL COLLECTION Opening in new showrocm of Fall collection of dresses and costumes, de- signed by Lee Shapiro, at continuous showings. Contact: CH. 4-3872.	RONA DRESS COMPANY	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Monday June 1	OPENING: FALL COLLECTION Phelps' Fall separates, dresses, coats, accessories. By appointment, suite 711. Contact: Mrs. Elizabeth Phelps or Mrs. Jean Salmon from June 1, MU. 5-7674.	PHELPS (SKYLAND, N.C.)	SHERATON-RUSSELL HOTEL PARK AVE. & 38TH ST.
Beginning Monday June 1	FALL COLLECTION OF LINENS Table linens, kitchen, bar towels, and linen kitchen accessories. For linen buyers and buying offices. Contact: Budd Propp, AL. 5-6464.	LINENS BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday June 1	OPENING OF FALL COLLECTION Continuous showings of sportswear, imports, and casuals. Contact: LO. 3-6126.	CLARET ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Monday June 1- June 18	CALIFORNIA FASHIONS IN NEW YORK Fall collection of dresses and costumes for afternoon and evening. By appointment. Contact: Dick Steiner, 122 E. 7th St., MA. 7-5461 (L.A.).	WAYNE FULLER, INC.	HOTEL GOTHAM
June 2	PRIMARY DAY -- Monday.		
Tuesday June 2 8:00 A.M. Breakfast	FASHION SHOW AND BREAKFAST "The Girl Game"--back-to-school fashions for August, modeled by Ingenue's own reader models. Show at 8:45. Commentator: Ann Dickson. By reser- vation. Tickets: \$3.50. Contact: Peg O. Benson, YU. 6-6300.	INGENUE MAGAZINE (750 THIRD AVENUE)	HOTEL BILTMORE MUSIC ROOM
Tuesday June 2 9:30 A.M.	OPENING OF FALL COLLECTION Fall cocktail and evening fashions, designed by George Nardiello. There- after June 3, 4, 8, 9, 10, 11, 12, 16, 17, 18 at 9:30. By reservation. Contact: Sandy Abelson or Abe Goldner, PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR



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✓ Tuesday June 2 9:30 A.M.	PREVIEW OF FALL COLLECTION Helena Barbieri's cocktail and evening fashions. By invitation. Showings at 9:30, June 2, 4, 9, 10, 11. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
✓ Tuesday June 2 10:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Showings at 10:00 A.M., June 2, 4, 9, 11, 18. By reservation. Contact: LO. 4-3246.	SEYMOUR FOX, INC.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
✓ Tuesday June 2 10:00 A.M.	OPENING: FALL COATS AND SUITS Showings June 2, 4, 9, 11, 16, 18 at 10:00. By appointment. Contact: Herbert Gallant, IA. 4-7285.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
✓ Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION Showings, June 2, 10, 16 at 10:30 A.M. By appointment. Contact: Carolyn Carpenter, IA. 4-2577.	DAVID GOODSTEIN ASSOC., INC.	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
✓ Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION Fall collection, designed by Nick Savage at 10:30 A.M., June 2, 3, 9, 10, 11, 16. By reservation. Contact: Myra de Francesca, IA. 4-8490.	EDWARD ABBOTT	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
✓ Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION Andrea A, featuring Mademoiselle Arlette, showings June 2 and 9 at 10:30. Publicity: Judy Farr, WI. 7-5324.	ANDREA A; MADEMOISELLE ARLETTE	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
✓ Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION Also June 9, 10, 12, 16, 17, 18 at 10:30 A.M. By reservation. Contact: Sam Cohen, IO. 3-5650.	PATTULLO- JO COPELAND	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
✓ Tuesday June 2 11:30 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION Suits, coats, costumes, dresses, designed by David Kidd. Also at 11:30, June 4, 8, 10, 16. Contact: Virginia Yost, IA. 4-3404. Publicity: Eleanor Lambert, MU. 8-2130.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
✓ Tuesday June 2 11:30 A.M.	PRESS PREVIEW: FALL DRESS COLLECTION By invitation. Thereafter showings, June 9, 10 at 11:30 A.M. Publicity: Betty Yarmon, TR. 9-7112.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
✓ Tuesday June 2 12:00 Noon	OPENING: FALL JUNIOR COLLECTION Also, June 3, 4, 9, 10 at 12:00 Noon. By reservation. Contact: Audrey Brock, OX. 5-6440.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
✓ Tuesday June 2 12:00 Noon	OPENING OF FALL COLLECTION Showing of Fall collection, designed by Don Breitinger, June 2, 4, 9, 11, 16 at 12:00 Noon. By reservation. Contact: IA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR



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✓ Tuesday June 2 12:00 Noon	OPENING OF FALL COLLECTION Showings, June 2, 10, 17 at 2:00. By appointment.	PAUL BLUMENSTEIN	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR Contact: WI. 7-0152.
Tuesday June 2 12:30 P.M. Luncheon	GRADUATION LUNCHEON Executives from the fashion field will meet the School's 102 graduates; presentation of alumnae awards. Master of ceremonies: Adam Gimbel. Speaker: Jessica Daves. By invitation. Contact: Lorraine Helfont, TR. 9-4644. Publ.: Harold Imber, Constance Hope, PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
✓ Tuesday June 2 1:00 P.M.	OPENING OF FALL COLLECTION Showing of Fall collection, June 2, 3, 4, 5, 9, 10, 11, 16 at 1:00 P.M. Contact: Roy Solomon, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
✓ Tuesday June 2 1:00 P.M.	OPENING: FALL COLLECTION Mr. Mort's Fall collection, designed by Stanley Herman, June 2 and 9 at 1:00 P.M. Contact: Jean Urban, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
✓ Tuesday June 2 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Junior Fall fashions, designed by Anne Klein and Chuck Howard, June 2, 3, 4, 8, 9, 10, 11, 15, 16, 17 at 1:00 P.M. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
✓ Tuesday June 2 1:00 P.M.	OPENING OF FALL COLLECTION Showings June 2, 3, 9, 10, 16 at 1:00 P.M. (Press show, Wednesday, May 27, at 4:00 P.M.) By appointment. Contact: Lee Ierner, IO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
✓ Tuesday June 2 1:15 P.M.	OPENING OF FALL COLLECTION "New High Spirits"--Fall collection, designed by Gina. Showings June 2, 4, 9, 11, 17, 23 at 1:15 P.M. By reservation. Thereafter by appointment. Contact: Larry Farragut or Miss Betty, LO. 5-2727.	GOTHE (DAVID E. GOTTLIEB, INC.)	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
✓ Tuesday June 2 1:15 P.M.	OPENING OF FALL COLLECTION Also, June 4, 9, 10, 16, 17 at 1:15. (Press preview Thurs., May 28 at 4:00 P.M., cocktails.) By reservation. Contact: Kay McGowan, IO. 5-6453.	OLEG CASSINI YOUNG AMERICA	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
✓ Tuesday June 2 1:30 A.M.	OPENING OF FALL COLLECTION Also June 9 at 1:30 P.M. Contact: Sylvia Greer or Al Davis, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
✓ Tuesday June 2 2:00 P.M.	OPENING: FALL COAT COLLECTION Showing of Fall coats June 2, 3, 4, 8, 10 at 2:00 P.M. By appointment. Contact: Mrs. Jay Lo Pinto, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday June 2 2:00 P.M.	OPENING OF FALL MISSES COLLECTION Showings June 2, 3, 4, 8, 9, 10 at 2:00. Contact: LO. 5-2626.	RAPPI, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR



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✓ Tuesday June 2 2:15 P.M.	OPENING OF FALL COLLECTION Paul Parnes' Fall collection, designed by Fernando Bosc and Earl Luick at 2:15, June 2, 4, 8, 9, 10, 15, 17. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
✓ Tuesday June 2 2:30 P.M.	OPENING OF FALL COLLECTION Designed by Peggy Thayer. By reservation. Thereafter Tues., Wed., Thurs., through June 11 at 2:30. Contact: Katherine Farmer, OX. 5-4812.	HOUSE OF JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
✓ Tuesday June 2 2:30 P.M.	OPENING OF FALL COLLECTION Showing of petite dresses, suits, and costumes, June 2, 4, 8, 10, 11, 16 at 2:30. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
✓ Tuesday June 2 4:00 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION By invitation. Showings thereafter, June 3, 4, 9, 10, 11, 16, 17, 18 at 12:00 Noon. By reservation. Contact: Harold Queler, LO. 3-4358. Publicity: Ann Silver of Pennoyer Assoc., MU. 2-6480.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Tuesday June 2 4:00 P.M. Cocktails	BUYER SHOWINGS: FALL-WINTER FURS "Furs Without Season--A Unique Couture Fur Collection"--designed by Mr. Showings June 2, 3, 4, 5, 8, 9, 10, 11, 12. Contact: PE. 6-8515. Fred.	FUR & SPORT(DIV.) HOUSE OF GOMPERTZ	224 WEST 30TH STREET SHOWROOM - 11TH FLOOR
Tuesday June 2 4:00 P.M. Reception	TWENTY-NINTH ANNUAL COLLEGE CLINIC Back-to-school fashions from Mademoiselle's August 1964 college issue. Merchandise exhibit and reception 4:00 P.M. <u>Showing promptly at 5:00.</u> Tickets: \$12.00, by invitation. (Special buses, Metropolitan Opera, West 39th St. & B'way, from 3:30; last bus at 4:45.) Contact: Lenore Benson, MU. 9-5900, Ext. 653.	MADemoisELLE MAGAZINE (420 LEXINGTON AVENUE)	WALDORF-ASTORIA BALLROOM
✓ Tuesday June 2 4:00 P.M.	OPENING OF FALL COLLECTION Also at 4:00, June 4, 8, 9, 10, 16. By appointment. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
✓ Tuesday June 2 4:00 P.M.	OPENING OF FALL RAINWEAR COLLECTION Also June 3, 4, 8, 10, 11 at 4:00. Publ.: Peg Mathews, CH. 4-3815.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
○ Tuesday June 2 4:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION <u>Show at 5:00 P.M.</u> For press and buyers, by invitation. Daily informal showings beginning Wed., June 3 at showroom, 1400 Broadway, 27th floor. Contact: Claire Suratt, CH. 4-4131. Publ.: Florence Judson, LA. 4-2640.	YOUNG VIEWPOINT FASHIONS; YOUNG VIEWPOINT KNITS	500 CLUB 500 SEVENTH AVENUE
Tuesday June 2 5:00 P.M. Champagne	PREVIEW: FALL AND HOLIDAY FASHIONS By invitation, at new showroom. Commentator: Barbara Britton. Thereafter June 3, 4 at 5:00 P.M. By reservation. Contact: LO. 3-3035.	ROYAL LYNNE, LTD.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Beginning Tuesday June 2	OPENING OF FALL JUNIOR COLLECTION Continuous showings of daytime and late-day junior fashions, designed by Frances Prisco. Contact: LO. 4-9310.	TED BROWN, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 2 9:30 P.M.	"GLAMOUR AT THE PALLADIUM" Party in honor of the "Ten Best Dressed College Girls in America." Starring Sylvie Vartan, Trini Lopez, The Dave Clark Five; also brief fashion presentation. By invitation. Contribution: \$15.00 per person for benefit of The Fashion Institute of Technology. Publicity: Lucia Carpenter, MU. 9-5900, Ext. 369.	GLAMOUR	THE PALLADIUM 1698 BROADWAY
Wednesday June 3 10:30 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION Preview of fur fashions for Fall-Winter. By invitation. Thereafter by appointment. Contact: LA. 4-0105.	H.B.A. FURS, INC.	350 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Wednesday June 3 11:00 A.M.	OPENING: FALL JUNIOR COLLECTION Fall collection, designed by Anthony L. Muto. Showings June 3 and 9 at 11:00 A.M. Contact: Peter Kallish, LO. 5-2626.	ARKAY, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Wednesday June 3 11:30 A.M.	OPENING: FALL COATS AND SUITS Showing of Fall coats and suits, June 3, 9, 11, 15, 17 at 11:30. By appointment. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Wednesday June 3 12:00 Noon	PREVIEW OF FALL COLLECTION By invitation. Thereafter at showroom, June 4, 9, 10, 11, 16, 18 at 12:00 Noon. By reservation. Contact: Mr. Revell or Ruth McLaughlin, LO. 4-6337.	ESTEVEZ (550 SEVENTH AVENUE)	ST. JAMES THEATRE 246 WEST 44TH STREET
Wednesday June 3 12:00 Noon	PREMIERE: FALL-WINTER FUR COLLECTION By invitation. Thereafter at showroom, by appointment. Contact: Julie Cohen, BR. 9-4737. Publicity: Ken Williams, WI. 7-4471.	ESTEVEZ FURS (333 SEVENTH AVENUE)	ST. JAMES THEATRE 246 WEST 44TH STREET
Wednesday June 3 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Luncheon showing of Summer fashions by Oleg Cassini Young America. Contact: CI. 6-9171.	OLEG CASSINI YOUNG AMERICA	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday June 3 1:00 P.M.	OPENING OF FALL COLLECTION Showings: June 3, 4, 8, 9, 10, 15, 16, 22 at 1:00 P.M. By appointment. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday June 3 1:00 P.M.	OPENING: FALL COLLECTION Designed by Karen Stark. Also, June 4, 5, 8, 9, 10, 11, 16, 17 at 1:00 PM. By reservation. Contact: Lynne Blum, PE. 6-0206.	HARVEY BERIN, LTD.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday June 3 1:00 P.M.	OPENING OF FALL SPORTSWEAR COLLECTION Showing of Fall collection, designed by Dorothy Cox, June 3 and June 10 at 1:00 P.M. Continuous thereafter. Contact: CH. 4-6350. Publicity: Rosemary Sheehan, MU. 5-1280.	TANNER OF NORTH CAROLINA	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 3 2:30 P.M.	OPENING: FALL COLLECTION Fall collection at 2:30, June 3, 9 and 18. By invitation. Contact: Joanne Jaap or Muriel Morris, IO. 4-9220.	CHRISTIAN DIOR- NEW YORK, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday June 3 2:30 P.M.	PREVIEW OF FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions. By invitation. Daily thereafter at 10:00 and 2:30. Contact: Herman Susskind, CH. 4-7551.	QUALITY FURS- MANOS & BLOCK	333 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday June 3 2:30 P.M.	OPENING OF FALL COLLECTION Also June 5, 9, 10, 11, 16, 18 at 2:30. By appointment. Contact: PE.6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Wednesday June 3 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Buyer showings: June 4, 8, 11, 16, 18 at 10:30 A.M. By reservation. Contact: Mabel Glemby, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday June 3 4:00 P.M. Champagne	PRESS PREVIEW: 1964 FALL COLLECTION Robert Sloan will present his 1964 "Golden Key Collection," featuring sportswear, dresses, and at-home clothes, designed by Sylvia de Gay. <u>Show promptly at 4:30.</u> By invitation. Continuous thereafter at showroom. Publicity: Margaret Hodge, LT. 1-3260; or contact: LA. 4-6651.	ROBERT SLOAN SPORTSWEAR, INC.	HOTEL GOTHAM PETITE BALLROOM-3RD FL.
Wednesday June 3 4:30 P.M. Cocktails	FALL BACK-TO-SCHOOL TRENDS FASHION SHOW Fashions from Fall issues in a trends presentation. <u>Showing promptly at 5:00 P.M.</u> For retail stores, by invitation. Tickets: \$10.00. Contact: Kay Corinth, PL. 9-8100.	SEVENTEEN MAGAZINE (320 PARK AVENUE)	WALDORF-ASTORIA BALLROOM
Wednesday June 3 6:00 P.M. Cocktails	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK Preview of Irene's Fall collection. By invitation. Thereafter, by appointment, in private suite. Contact: Barbara Trister, MADison 6-3187(L.A.).	IRENE, INC.	SAVOY-HILTON HOTEL
Wednesday June 3 6:30 P.M. Cocktails	SEMI-ANNUAL SEMINAR: FOR MEMBER FIRMS "Fashion Forces For Fall and Winter '64"--clinic at 7:30. By invitation. Contact: Marjorie Reich or Frances Hodges, LT. 1-2714.	MERCHANDISING MOTIVATION INC.(39 WEST 55TH STREET)	500 CLUB 500 SEVENTH AVENUE
Thursday June 4 8:45 A.M. Breakfast	PRESS PREVIEW OF FALL SPORTSWEAR Sportswear collection, designed by Castillo for Zacari. <u>Showing at 9:15.</u> By invitation. (Note Change of Date.) Contact: PE. 6-3650. Publicity: Eleanor Lambert, MU. 8-2130.	CASTILLO FOR ZACARI, LTD.	ST. REGIS HOTEL VERSAILLES ROOM
Thursday June 4 12:00 Noon	OPENING: FALL COUTURE FASHIONS Daytime, cocktail, and evening fashions at 12:00 Noon, June 4, 9, 11. By reservation. Contact: Beatrice Morett, CH. 4-5693.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday June 4 2:30 P.M.	OPENING OF FALL COLLECTION Also, June 9, 10, 11, 16, 17 at 2:30. By reservation. Contact: CH.4-1872.	LARRY ALDRICH ASSOC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR



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Thursday June 4 4:00 P.M. Cocktails	PREVIEW OF FALL JUNIOR COLLECTION Junior fashions, designed by Betty Carol. By invitation. Thereafter, June 9 and 10 at 2:00 P.M., at showroom. By reservation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Thursday June 4 4:00 P.M.	OPENING: FALL COLLECTION Showing of Fall collection, at new showroom, June 4, 9, 11, 16 at 4:00. By reservation. Contact: Eli Lehrman, IO. 4-0616.	SCAASI BOUTIQUE FOR MARTINI	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday June 4 4:00 P.M. Champagne	PRESS PREMIERE: NEW COLLECTION Anthony Blotta will introduce his protege, William Biddle, who will show his first collection of "Young Sophisticates"--dresses, suits, coats, and costumes for daytime and evening. By invitation. Trade showings, by appointment, June 8 and 10 at 2:30, 498 Seventh Ave., 12th floor. Contact: Norine Briggs or Moe Edell, PE. 6-8412. Publ.: Margaret Hodge, LT.1-3260.	WILLIAM BIDDLE (ANTHONY BLOTTA)	SHEPHEARD'S HOTEL DRAKE
Thursday June 4 4:00 P.M.	OPENING OF FALL COLLECTION One formal showing. Thereafter daily, by appointment. Contact: CH.4-2655.	ROSALIE MACRINI, INC.	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Thursday June 4- June 20	PREVIEW: LONDON FASHIONS IN NEW YORK Frederick Starke will present his Fall collection of suits, ensembles, sportswear, cocktail and evening dresses. Continuous daily showings, by appointment. Contact: TE. 8-8000.	FREDERICK STARKE, LTD. (31 BRUTON ST., LONDON)	HOTEL PIERRE SUITE 415
Friday June 5 9:00 A.M. Coffee	PREVIEW OF FALL- WINTER FUR FASHIONS Presentation of the Christian Dior Fall-Winter fur collection; also the Laurence H. Kaye collection. By invitation. Thereafter at 10:30 and 2:30. Contact: Rose Ciacci, OX. 5-8340.	CHRISTIAN DIOR & LAURENCE KAYE FURS	345 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday June 5 10:30 A.M.	OPENING: FALL COLLECTION Wilson Folmar, in association with Larry Aldrich, will present his Fall collection on June 5, 9, 10, 11 at 10:30. By reservation. Contact: Drew Logan, IA. 4-5923.	WILSON FOLMAR, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Friday June 5 11:00 A.M.	SHOWING OF FALL COLLECTION Thereafter June 9, 10, 15 at 11:00 A.M. By invitation. Contact: Pat Brooks, WI. 7-4968.	B.H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday June 5 11:30 A.M.	PREVIEW: FALL COLLECTION One formal showing, by invitation. Continuous thereafter. Publicity: Betty Yarmon, TR. 9-7112.	MORT SCHRADER	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Friday June 5 12:00 Noon	PRESS PREVIEW OF FUR COLLECTION Harry and Dan Grossman's Fall-Winter fur collection, featuring designs by Merrill Lowell. Commentator: Mia Grau. By invitation. Thereafter by appointment. Contact: Lenore Krugman, PE. 6-0088.	HARRY & DAN GROSSMAN	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR



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Friday June 5 2:30 P.M.	OPENING OF FALL COLLECTION Showing, June 5, 8, 12, 15 at 2:30. By reservation.	YOUNG ELEGANTE BY LARRY ALDRICH	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR Contact: CH. 4-1872.
Friday June 5- June 26 9:00 A.M.- 5:00 P.M.	DISPLAY: FASHIONS FROM AUGUST-SEPTEMBER ISSUES Complete display of fashions, accessories, and promotional plans from Seventeen's August-September issues. For store and buying office executives only. By appointment.	SEVENTEEN MAGAZINE	320 PARK AVENUE SHOWROOM - 8TH FLOOR Contact: Anita Blanchard, PL. 9-8100.
June 5	MACY'S RELEASE--Fall Bridal fashions. (No Press Show)		
Monday June 8 10:00 A.M.	PREVIEW: FALL MISSES DRESSES One formal showing, by invitation. Continuous thereafter. Publicity: Betty Yarmon, TR. 9-7112.	STEPHAN, LTD.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Monday June 8 10:30 A.M.	PRESS PREVIEW: FALL- WINTER FUR COLLECTION Presentation of "Christie Creations" fur collection. By invitation. Commentator: Mia Grau, PL. 5-1127. Trade showings, beginning Tues., June 9, daily at 10:00 A.M. and 2:00 P.M. Publ.: Fredy Schey, TR. 9-9881.	THE CHRISTIE BROS. FUR CORP.	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday June 8 11:00 A.M.	OPENING OF FALL COLLECTION Preview of Fall collection, designed by Shannon Rodgers. Also at 2:00. By invitation. Continuous daily thereafter, by appointment. Contact: Jean Dionne, CH. 4-7522 or CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday June 8 12:00 Noon	OPENING OF FALL COLLECTION Showings at 12:00 Noon, June 8, 9, 10, 15, 17. By reservation. Contact: LW. 4-0454.	GEOFFREY BEENE, LTD.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
June 8	JERRY SILVERMAN'S SECOND SHOWING AT 2:00 P.M. (530 Seventh Avenue).		
June 8	PRESS SHOWING OF MAURICE RENTNER'S FALL COLLECTION AT 3:00 P.M. (See Pg.14)		
Monday June 8 3:45 P.M.	PREVIEW OF FALL COLLECTION Sam Friedlander's Fall collection, designed by Bob Bugnand, June 8 and June 11 at 3:45 P.M. By invitation. Thereafter, daily at showroom, by appointment. Contact: Sylvan Fox or Joy Roman, PE. 6-2663.	SAM FRIEDLANDER, INC. (530 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Monday June 8 4:00 P.M. Cocktails	PREVIEW OF FALL- WINTER FUR FASHIONS Furs designed by Andre Fath and Donald Brooks for Coopchik-Forrest. Commentator: Carol Knox. By invitation. Contact: Miss Norma, LO. 4-4726.	CCOPCHIK-FORREST (333 SEVENTH AVENUE)	FOUR SEASONS RESTAURANT 99 EAST 52ND STREET
Monday June 8 5:00 P.M. Cocktails	PRESS PREVIEW: FALL COLLECTION Show at 5:30. By invitation. (Note Change of Time.) Trade, June 9, 10, 11 at 3:00 P.M. By reservation. Publicity: Paula Gregoriade, LO. 4-9115.	ANNE FOGARTY, INC.	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 8 8:30 P.M. Champagne-Supper	PREVIEW: READY-TO-WEAR IMPORTS Press preview of ready-to-wear import collection, designed in Paris by Nilo. Buyer preview, Tues., June 9 at 8:30 P.M. (Both Previews-Black Tie.) By invitation. Continuous at Savoy Hilton through June 19. By appointment. Contact: Dodie May, UN. 1-2720. Publ.: Jan Taylor, TR. 9-8965.	NILO LTD. (331 EAST 65TH ST.)	ONDINE 309 EAST 58TH STREET
Beginning Monday June 8	OPENING OF FALL COLLECTIONS Continuous showings of scarves, blouses, and accessories. For store and buying office executives. Contact: Matt Shaw or Jo Simon, AL. 5-6464.	SCARVES BY VERA; BLOUSES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday June 9 9:00 A.M. Breakfast	FUR COLLECTION BY BETTY YOKOVA Betty Yokova's high-fashion collection, designed for Neustadter Furs. Show at 9:30. By invitation. Contact: Mary Kelley, CI. 7-5213; or Harvey Neustadter, LA. 4-3365.	NEUSTADTER FURS	333 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 9 10:00 A.M.	OPENING OF FALL COLLECTION Also June 10, 11, 16, 17, 18 at 10:00. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday June 9 10:30 A.M.	OPENING OF FALL COLLECTION Fall collection, designed by Bernard Browner for Rudolf. Showings, June 9, 11, 16, 18 at 10:30. By reservation. Contact: LO. 5-5953.	RUDOLF, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday June 9 11:00 A.M.	PRESS PREVIEW: FALL-WINTER FUR FASHIONS Preview of Revillon's wholesale Fall-Winter fur collection. By invitation. Thereafter by appointment. Contact: Mr. A. Grauer, LO. 5-5832.	REVILLON	352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 9 11:30 A.M.	OPENING OF FALL COLLECTION Fall collection, designed by Dorothy Farbo, June 9, 11, 16 at 11:30 A.M. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday June 9 12:00 Noon	OPENING: FALL COLLECTION Talmack's Fall collection, designed by Dominic. Showings, June 9, 11, 16, 18 at 12:00 Noon. By reservation. Contact: Judy Burkett, BR. 9-1195.	TALMACK	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday June 9 2:30 P.M.	OPENING: FALL COLLECTION Anthony Blotta's Fall collection June 9, 11, 16 at 2:30. By reservation. Contact: Dorothy Herme, FE. 6-8412.	ANTHONY BLOTTA, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday June 9 2:30 P.M.	PRESS PREVIEW: FALL-WINTER FUR COLLECTION Preview for press of Fall-Winter custom furs, designed by Arthur Schwartz. By invitation. Trade showing, Wed., June 10 at 2:30 P.M. Thereafter by appointment. Contact: CH. 4-8686. Publicity: Pauline Greene at Charles J. Charney, 310 Madison Avenue, TN. 7-2288.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 9 2:30 P.M.	OPENING: FALL COLLECTION Showings: <u>June 9, 10 at 2:30, June 11 at 2:30 and 5:00, June 16, 18 at 2:30, June 24 at 10:30.</u> By reservation. ( <u>Note Change of Dates.</u> ) Contact: Estelle Marr, IO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 9 2:30 P.M.	OPENING OF FALL COLLECTION Maurice Rentner's Fall collection, designed by Bill Blass. Showing <u>June 9, 10, 11, 16, 17, 18, 23, 25 at 2:30 P.M. (Press show Monday, June 8, at 3:00 P.M.)</u> By reservation. Contact: Eleanor Stoner, IA. 4-6968.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 9 3:00 P.M.	OPENING OF FALL COLLECTION Showings of Fall collection, designed by Ole Borden, <u>June 9 and 16 at 3:00 P.M.</u> By reservation. Contact: Ron Davern, OX. 5-4760.	ARTHUR COLE ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 9 3:00 P.M.- 6:00 P.M.	TRADE SHOWING: OVER- THE-COUNTER FABRICS "Eye On Fashion With Eastman Fibers"--trade showing of Fall fashions, featuring over-the-counter fabrics containing Eastman fibers. <u>Cocktails--</u> <u>3:00 P.M.; Show--4:00 P.M., promptly.</u> By invitation. Contact: Lester H. Senholzi, OR. 9-1820.	EASTMAN CHEMICAL PRODUCTS, INC.	F.I.T. 227 WEST 27TH STREET
Tuesday June 9 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Dresses, suits, blouses, coordinates, and sweaters. By invitation. Continuous daily thereafter at showroom. Contact: OX. 5-4270. Publicity: Sara Pennoyer, MU. 2-6480.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Tuesday June 9 4:00 P.M.	OPENING OF FALL COLLECTION Showings <u>June 9, 11, 16 at 4:00 P.M.</u> By reservation. Contact: Sally Wolfe, OX. 5-3091.	HATTIE CARNEGIE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday June 9 4:00 P.M.	OPENING: FALL MISSES COLLECTION Fall collection, designed by Emil De John. One formal showing only. Contact: Peter Kallish, IO. 5-2626.	MARGOT, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday June 9 5:00 P.M. Cocktails	OPENING: FALL COLLECTION Fall collection, designed by Kasper. By invitation. Thereafter, <u>June 11 and 17 at 1:00.</u> By appointment. Contact: Miss Shelli, LW. 4-9000.	JOAN LESLIE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday June 9 5:15 P.M. Champagne	PREVIEW OF FALL COUTURE FASHIONS Showing of Fall couture fashions, designed by Angela. By invitation. Thereafter, by appointment. Contact: Mr. de Marinis, JU. 2-1747.	ROSSINO-ANGELA, LTD.	30 WEST 57TH STREET SALON - 3RD FLOOR
Tuesday June 9 6:00 P.M. Cocktails	CALIFORNIA FASHIONS IN NEW YORK Preview of Travilla's Fall collection. For press and buyers, by invita- tion. Thereafter daily showings in private suite, by appointment. Contact: OL. 2-0723(L.A.).	TRAVILLA (853 N. LA CIENEGA)	HOTEL PLAZA CRYSTAL ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 10 8:45 A.M. Breakfast	FALL-WINTER FURS BY LILLY DACHE Fur fashions, designed by Lilly Dache for Wells-Treister. By invitation. Continuous daily thereafter at showroom, 3rd floor. Contact: Melvin Treister, PE. 6-7681. Publicity: Eleanor Lambert, MU. 8-2130.	WELLS-TREISTER CO. (345 SEVENTH AVENUE)	HOTEL REGENCY BALLROOM
Wednesday June 10 10:30 A.M.	OPENING: FALL-WINTER FUR COLLECTION Ben Kahn will present his Fall-Winter fur collection to buyers. Repeat showing June 11 at 10:30. By reservation. Contact: BR. 9-0633. Publicity: McGeehan & O'Connor Assoc., PL. 9-8150.	BEN KAHN FURS	150 WEST 30TH STREET SHOWROOM - 13TH FLOOR
June 10	FREDRICA FURS TRADE SHOWING AT 2:30 P.M. (345 Seventh Ave., CH. 4-8685).		
Wednesday June 10 2:30 P.M.	OPENING: FALL COLLECTION Also, June 11, 16, 17, 18 at 2:30. By reservation. Contact: Agatha Phillips or Jack Spencer, LA. 4-5800.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday June 10 3:45 P.M. Champagne	OPENING OF FALL COLLECTION Showing of Fall collection, designed by Eric Lund, June 10 and June 16 at 3:45 P.M. By reservation. Other showings, continuous, by appointment. Contact: Babs Sedor, CI. 7-3875.	ERIC LUND FOR DEZON, INC.	16 WEST 57TH STREET SALON - 4TH FLOOR
Wednesday June 10 4:00 P.M.	OPENING: FALL COLLECTION Malcolm Starr will present his Fall collection, designed by Elinor Simmons and Mr. Arno, at new showroom, June 10, 11, 16, 17, 18 at 4:00. By reservation. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday June 10 6:00 P.M. Cocktails	PREVIEW: CALIFORNIA FASHIONS IN NEW YORK Preview of Fall collection, followed by cocktails. By invitation. Thereafter showing in private suite, by appointment. Contact: Eph Feinberg, BR. 2-1178(L.A.). Publicity: Eleanor Lambert, MU. 8-2130.	BUD KILPATRICK (2139 STONER, WEST L.A.)	HOTEL PLAZA WHITE & GOLD SUITE
Wednesday June 10 6:00 P.M.	ANNUAL FALL BRIDAL SHOW FOR CUSTOMERS Also at 8:00 P.M. By ticket only. Publ.: Marjorie Rubin, OX. 5-4400.	MACY'S NEW YORK	CARNEGIE HALL 7TH AVE. & 57TH STREET
Wednesday June 10 6:30 P.M. Cocktails- Dinner	"INTERNATIONAL HANDBAG FASHIONS ON PARADE" Fall and Winter 1964 handbag collection by Walborg. Dinner at 7:00, followed by show. Commentator: Constance Woodworth--N.Y. Journal American. By invitation. Publicity: Barbara Kling, LT. 1-8024.	WALBORG CORP. (148 MADISON AVENUE)	SHERATON-EAST HOTEL BALLROOM
Wednesday June 10 9:00 P.M.	PREVIEW OF FALL FASHIONS For press and buyers, by invitation. (Black Tie) Also, Tues., June 16 at 5:00 P.M. By reservation. Contact: Helen Borger, CO. 5-7720.	BURKE-AMEY	16 WEST 57TH STREET SALON - 5TH FLOOR
Thursday June 11 8:30 A.M. Breakfast	PREVIEW: PHILIPPINE FASHIONS "Karilagan '64"--first trade showing of fashions by the Philippine Couture Group. By invitation. Contact: Dawn Aurell at Peabody Associates, MU. 8-2755.	PHILIPPINE COUTURE GROUP	SHERATON-EAST HOTEL BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 11 10:30 A.M.	PREVIEW: FUR FASHIONS FOR FALL-WINTER Preview of Fall-Winter fur fashions for Mona Lisa, designed by Max Koch. Commentator: Mia Grau. By invitation. Contact: CH. 4-5852.	MONA LISA FURS	333 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
June 11	BEN KAHN FURS--REPEAT SHOWING AT 10:30 A.M. (See Pg. 15)		
Thursday June 11 12:00 Noon	OPENING: FALL FASHIONS BY MOLLIE PARNIS Also, June 16, 17, 18 at 12:00. Contact: Lou Scobell, BR. 9-5012.	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday June 11 2:30 P.M.	OPENING: FALL FUR COLLECTION Showing for buyers of Ritter's wholesale fur collection. Thereafter, at 10:30 and 2:30, by appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR
Thursday June 11 8:00 P.M.	DRESS, COAT, AND SUIT TRENDS MEETING For member stores, by reservation. Contact: Ruth Farrell, OX. 5-6210.	TOBE ASSOCIATES, INC. (11 WEST 42ND STREET)	HOTEL COMMODORE BALLROOM
Friday June 12 9:00 A.M. And 12:00 Noon	"GREAT AMERICAN LOOKS FOR FALL 1964" American ready-to-wear, sportswear, and a special exhibit of accessories. Chmn.: Mildred Morton, "Vogue Magazine." Speakers: Mr. Andrew Goodman and Mr. Edwin Goodman. Prices: <u>Breakfast</u> --\$8.00, members; \$15.00, guests; <u>Luncheon</u> --\$10.00, members; \$20.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	NEW YORK HILTON HOTEL BALLROOM
Monday June 15 11:00 A.M.; 3:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Press, June 15 at 11:00. For buyers, June 15 at 3:00 and June 16 at 11:00. All showings, by invitation. Contact: Fay Berk, CH. 4-7270.	SARMI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
June 16	SARMI'S SECOND SHOWING FOR BUYERS AT 11:00 A.M. (550 Seventh Ave.)		
June 16	ERIC LUND FOR DEZONE FALL COLLECTION AT 3:45 (16 W. 57th St.--See Pg. 15)		
June 16	BURKE AMEY'S SECOND SHOWING AT 5:00 P.M. Contact: CO. 5-7720 (See Pg. 15)		
Wednesday June 17 4:30 P.M. Cocktails	FUR FASHION SHOW: BUYERS' PRESENTATION "The American Collection"--American Fur Market fashion show. For buyers, by invitation. Publicity: Nona Lou Greene at Ruder & Finn, PL. 9-1800.	FUR INFORMATION & FASHION COUNCIL	STATLER-HILTON HOTEL PENN-TOP ROOM
Friday June 19 10:00 A.M. Coffee	PRESS PREVIEW: FALL- WINTER BRIDAL FASHIONS Showing Fall-Winter bridal fashions to the press. By invitation. (For Release, Mon., June 22.) Publicity: Kay Collins, LO. 5-7950, Ext. 637.	STERN'S	3RD FLOOR BRIDAL SALON
June 21	FATHER'S DAY (Sunday).		
**Thursday May 28 12:00 Noon Champagne	SHOWING OF YOUNG MISSES FASHIONS Champagne christening, and brunch, presenting a small collection by Vi Feigin of young misses daytime dresses and after-five fashions, sizes 4 to 16. By invitation. Contact: Miss Coila, LA. 4-8046.	VI FEIGIN, INC.	491 SEVENTH AVENUE SHOWROOM - 12A

\*\*OUT OF DATE ORDER.



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